



WDIV

ORDER

Print Date 10/22/12

Page 1 of 4

Flight Dates **10/23/12-10/29/12**

Contract / Revision **262603 /**

Original Date / Revision
10/22/12 10/22/12

Advertiser **ISS/Restore Our Future**

Agency **Mentzer Media Services**

Buying Contact

**600 Fairmount Ave., Ste 306
Towson, MD 21286-1002**

Product
RESTORE OUR FUTURE

Agency Com 15%

Billing Contact

**600 Fairmount Ave., Ste 306
Towson, MD 21286-1002**

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # **2138**

Alt Order # **06382821**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-2

Advertiser Ref

Primary Account Executive
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100% Market Value 227900

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	55	\$157,930.00	\$185,800.00	0.00	10/01/12	10/28/12	55	\$157,930.00	\$185,800.00
November 2012	12	\$35,785.00	\$42,100.00	0.00	10/29/12	10/29/12	12	\$35,785.00	\$42,100.00
Totals	67	\$193,715.00	\$227,900.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDIV	10/23/12	10/26/12	7-9am Today Show M-FCM	7-8a	(7:00 AM-8:00 AM)	- 1111 - -	:30	4	\$2,300.00	P-2	0.00	NM	4	\$9,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111 - -					4	\$2,300.00		0.00			
2	WDIV	10/23/12	10/26/12	7-9am Today Show M-FCM	8-9a	(8:00 AM-9:00 AM)	- 1111 - -	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111 - -					4	\$2,400.00		0.00			
3	WDIV	10/23/12	10/26/12	M-F Local News @ 4pmCM	4p-430pm		- 1111 - -	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111 - -					4	\$2,000.00		0.00			
4	WDIV	10/23/12	10/26/12	5-6pm Local 4 News M-FCM	5P-530P	(5:00 PM-5:30 PM)	- 1111 - -	:30	4	\$3,800.00	P-2	0.00	NM	4	\$15,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111 - -					4	\$3,800.00		0.00			



WDIV

Print Date: 10/22/12

Page 2 of 4

Contract / Revision **262603** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **ISS/Restore Our Future** Product **RESTORE OUR FUTURE** Estimate # **2138**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
5	WDIV	10/23/12	10/26/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	- 1111 - -	:30	4	\$4,200.00	P-2	0.00 NM	4	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- 1111 - -	4		\$4,200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WDIV	10/22/12-10/28/12		6-630pm Local 4 News M-F		6P-630P	- TWThF - - - -	:30		(\$4,200.00)		0.00 NM		
See MG 5.5														
3	WDIV	10/22/12-10/28/12		6-630pm Local 4 News M-F		6P-630P	- TWThF - - - -	:30		(\$4,200.00)		0.00 NM		
See MG 5.6														
5	WDIV	10/22/12-10/28/12		630-7p NBC Nightly News		630-7p	MTWThF - - - -	:30		\$4,200.00		0.00 NM		
Ⓜ MG for 5.2 10/23 [moved to nightly]														
6	WDIV	10/22/12-10/28/12		630-7p NBC Nightly News		630-7p	MTWThF - - - -	:30		\$4,200.00		0.00 NM		
Ⓜ MG for 5.3 10/24 [moved to nightly]														
6	WDIV	10/23/12	10/26/12	M-F Access 7-730P Wheel of Fortune M-F Wheel of Fortune	CM	7P-730P	- 1 - 11 - -	:30	3	\$4,200.00	P-2	0.00 NM	3	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- 1 - 11 - -	3		\$4,200.00		0.00					
7	WDIV	10/24/12	10/24/12	M-F Access 7-730P Wheel of Fortune M-F Wheel of Fortune	CM	7P-730P	- - 2 - - - -	:30	2	\$4,200.00	P-2	0.00 NM	2	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- - 2 - - - -	2		\$4,200.00		0.00					
8	WDIV	10/23/12	10/25/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	- 111 - - -	:30	3	\$4,200.00	P-2	0.00 NM	3	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- 111 - - -	3		\$4,200.00		0.00					
9	WDIV	10/26/12	10/26/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	- - - - 2 - -	:30	2	\$4,200.00	P-2	0.00 NM	2	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- - - - 2 - -	2		\$4,200.00		0.00					
10	WDIV	10/23/12	10/23/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	- 2 - - - - -	:30	2	\$6,000.00	P-2	0.00 NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- 2 - - - - -	2		\$6,000.00		0.00					
11	WDIV	10/24/12	10/26/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	- - 111 - -	:30	3	\$6,000.00	P-2	0.00 NM	3	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- - 111 - -	3		\$6,000.00		0.00					
12	WDIV	10/23/12	10/26/12	1135-1237a Tonight Leno Tonight Leno	CM	1135P-1237A	- 2222 - -	:30	8	\$2,300.00	P-2	0.00 NM	8	\$18,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- 2222 - -	8		\$2,300.00		0.00					
13	WDIV	10/24/12	10/24/12	Wednesday 10-11p Chicago Fire	CM	10-11PM	- - 1 - - - -	:30	1	\$4,500.00	P-2	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- - 1 - - - -	1		\$4,500.00		0.00					
14	WDIV	10/26/12	10/26/12	Friday 8-830p Local 4 Special: All 4 Hall	CM	8-830PM	- - - - 1 - -	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- - - - 1 - -	1		\$1,000.00		0.00					



WDIV

Print Date: 10/22/12

Page 3 of 4

Contract / Revision **262603** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **ISS/Restore Our Future** Product **RESTORE OUR FUTURE** Estimate # **2138**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WDIV	10/26/12	10/26/12	Friday 9-10p Grimm	CM	9-10PM	---- 1--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---- 1--					1	\$2,500.00		0.00			
16	WDIV	10/26/12	10/26/12	Friday 10-11p Dateline NBC	CM	10-11PM	---- 1--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---- 1--					1	\$3,500.00		0.00			
17	WDIV	10/27/12	10/27/12	Sat 6-8am Loc News Sat 6-8am/Local 4 News	CM	7-8am (7:00 AM-8:00 AM)	----- 1-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-					1	\$2,000.00		0.00			
18	WDIV	10/27/12	10/27/12	Sat 6-7p Local News 10/2 Sat 6-7p Local News 10/2	CM	6-7p	----- 1-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-					1	\$1,800.00		0.00			
19	WDIV	10/27/12	10/27/12	Saturday 8-10p WDIV Local Movie: No W:	CM	8-10PM	----- 1-	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-					1	\$1,300.00		0.00			
20	WDIV	10/27/12	10/27/12	Saturday 10-11p Law & Order: Special Vict	CM	10-11PM	----- 1-	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-					1	\$1,300.00		0.00			
21	WDIV	10/28/12	10/28/12	Sun 8-9am Loc News Sun Local News 8-9am	CM	Sun 8-9am	----- 1	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1					1	\$1,100.00		0.00			
22	WDIV	10/28/12	10/28/12	Sun 9-10am Today Show Sun Today Show 9-10A	CM	9A-10A	----- 1	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1					1	\$2,100.00		0.00			
23	WDIV	10/28/12	10/28/12	Sun 6-630pm Local News Sun 6pm	CM	Sun 6pm	----- 1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1					1	\$2,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDIV	10/22/12-10/28/12		Sun 6-630pm Local News		Sun 6pm	----- Su	:30		(\$2,500.00)		0.00	NM		
See MG 23.2															
2	WDIV	10/22/12-10/28/12		Sun 6-7p Local News		6-7p	----- Su	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 23.1 10/28 [News runs 6-7p]															
24	WDIV	10/28/12	10/28/12	NBC Sun Night Football NBC Sunday Night Footb:	CM	815-1130p	----- 1	:30	1	\$13,000.00	P-2	0.00	NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1					1	\$13,000.00		0.00			
25	WDIV	10/29/12	10/29/12	7-9am Today Show M-FCM Today Show	CM	7-8a (7:00 AM-8:00 AM)	1-----	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$2,300.00		0.00			
26	WDIV	10/29/12	10/29/12		CM	8-9a	1-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00



WDIV

Print Date: 10/22/12

Page 4 of 4

Contract / Revision **262603** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **ISS/Restore Our Future** Product **RESTORE OUR FUTURE** Estimate # **2138**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				7-9am Today Show M-F											
				Today Show		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$2,400.00		0.00			
27	WDIV	10/29/12	10/29/12	M-F Local News @ 4pm	CM	4p-430pm	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				M-F Local News @ 4pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$2,000.00		0.00			
28	WDIV	10/29/12	10/29/12	5-6pm Local 4 News M-F	CM	5P-530P	1-----	:30	1	\$3,800.00	P-2	0.00	NM	1	\$3,800.00
				M-F Local 4 News 5-6pm		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$3,800.00		0.00			
29	WDIV	10/29/12	10/29/12	6-630pm Local 4 News M-F	CM	6P-630P	1-----	:30	1	\$4,200.00	P-2	0.00	NM	1	\$4,200.00
				M-F Local 4 News 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$4,200.00		0.00			
30	WDIV	10/29/12	10/29/12	M-F Access 7-730P Wheel of Fortune	CM	7P-730P	2-----	:30	2	\$4,200.00	P-2	0.00	NM	2	\$8,400.00
				M-F Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	2-----		2				\$4,200.00		0.00			
31	WDIV	10/29/12	10/29/12	Jeopardy 730-8p M-F	CM	730P-8P	2-----	:30	2	\$4,200.00	P-2	0.00	NM	2	\$8,400.00
				M-F Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	2-----		2				\$4,200.00		0.00			
32	WDIV	10/29/12	10/29/12	M-F Local 4 News @ 11p	CM	11P-1135P	1-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
				11-1135P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$6,000.00		0.00			
33	WDIV	10/29/12	10/29/12	1135-1237a Tonight Leno	CM	1135P-1237A	2-----	:30	2	\$2,300.00	P-2	0.00	NM	2	\$4,600.00
				Tonight Leno											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	2-----		2				\$2,300.00		0.00			
													Totals	67	\$227,900.00